



Institute for the Advancement of Journalism

Leading-edge mid-career journalism and communications training across Africa



IAJ NEWSLETTER

2020 HIGHLIGHTS AND 2021 UPCOMING EVENTS

The Institute for the advancement of journalism (IAJ) would like to welcome back all our stakeholders, we wish everyone a prosperous 2021.

2020 was indeed a challenging year for the entire world amidst the global Covid-19 pandemic. Although the pandemic has had a devastating impact on the world it has also forced the global communities to adapt to a 'new way of life' and a new way of working and learning, with that being said the IAJ has adapted to this 'new normal' and has begun its transition from traditional training to Online training.

For 2020 we have successfully hosted two online training workshops. We are so excited for what 2021 has in store for us, we are excited to do bigger and better things this year. We are excited to offer our leading-edge training across Africa on our online platforms, to keep the education flowing while still keeping South African citizens safe!

We will also be hosting exciting webinar series throughout the year, keep an eye out for these informative sessions with some of South Africa's influential guest speakers.

The IAJ will also be hosting for the first time since our inception, our very own IAJ Alumni Membership, if you have studied with the IAJ, worked with us or even partnered with us you can now become a IAJ alumni member! Stay tuned to learn more about the benefits of being a member.

INSTITUTE FOR THE ADVANCEMENT OF JOURNALISM

ONLINE TRAINING

**CONTACT:
INFO@IAJ.ORG.ZA
011 482 4990**



2020 ended with a Bang!

In November 2020 the IAJ Hosted a Media Relations Training workshop at the COSATU head office in Braamfontein for COSATU bearers and head of departments.

The Workshop Outcomes Included:

- The context and objectives of media plans
- Multimedia interview techniques
- Delivering concise media messages
- Media briefings
- Handling crisis communication
- On-camera training
- News release for print/online media
- Social media tips- the do's and don'ts
- Repurposing releases for other media



2021 Parliamentarian Online Training!

On the 26-27th of January 2021, the IAJ Hosted a 'Dealing with the Media' training for Honorable members of SA Parliament.

IAJ Facilitator: Koffi M. Kouakou trained the honorable members of the South African Parliament through our Online Platform.

IAJ ALUMNI

Become a IAJ Certified Member!

The Institute for the advancement of journalism has started our very own IAJ Alumni, for the first time since our inception in 1992.

To become a certified IAJ member all you need is to have studied with us, been a IAJ client or even just partnered with us.

Stay tuned for more information on becoming a IAJ Certified member.

INSTITUTE FOR THE ADVANCEMENT OF JOURNALISM

BECOME A CERTIFIED MEMBER

Find out more about what we have to offer and what the benefits are of becoming an
IAJ CERTIFIED MEMBER

CONTACT:
INFO@IAJ.ORG.ZA
011 482 4990

